

AMENDMENTS TO THE CLAIMS

1. (PREVIOUSLY PRESENTED) A presentation method for providing advertisement information stored in a server to an exhibitor via a network comprising the steps of:

- requesting access to information stored in the server over the network;
- selecting advertisement information among information stored in the server when access is authorized;
- sending selected advertisement information from the server to the exhibitor over the network,

wherein the selected advertisement information is a questionnaire, and a response to the questionnaire is communicated over the network from the audience to the server, and

wherein the advertisement information sent to the exhibitor is transmitted to a movie theater and shown to the audience before or after a feature presentation as a digital motion picture projected from a movie projector.

2. (PREVIOUSLY PRESENTED) The presentation method for advertisement in accordance with claim 1, wherein said method further comprising the step of:

- requesting access to a server of an advertising client via an electronic medium; and
- storing advertisement information on the server when access is granted.

3. (CANCELED)

4. (PREVIOUSLY PRESENTED) The presentation method for advertisement in accordance with claim 2, wherein content of the advertisement information is changed in real-time by the advertising client.

5. (CANCELED)

6. (CANCELED)

7. (PREVIOUSLY PRESENTED) The presentation method for advertisement in accordance with claim 1, wherein personal information of the audience is registered and the personal information associated with the response is transferred to the server.

8. (CANCELED)

9. (NEW) A presentation method for providing advertisement information stored in a server to an exhibitor via a network comprising the steps of:

requesting access to information stored in the server over the network;

selecting advertisement information among information stored in the server when access is authorized;

sending selected advertisement information from the server to the exhibitor over the network,

transmitting the advertisement information sent to the exhibitor to a movie theater; and
displaying the advertisement information to the audience before or after a feature presentation, as a digital motion picture projected from a movie projector,

wherein the selected advertisement information is a questionnaire, and a response to the questionnaire is communicated over the network from the audience to the server.

10. (NEW) A presentation system for providing advertisement information stored in a server to an exhibitor via a network comprising:

means for requesting access to information stored in the server over the network;

means for selecting advertisement information among information stored in the server when access is authorized;

means for sending selected advertisement information from the server to the exhibitor over the network,

means for transmitting the advertisement information sent to the exhibitor to a movie theater; and

displaying the advertisement information to the audience before or after a feature presentation as a digital motion picture projected from a movie projector,

wherein the selected advertisement information is a questionnaire, and a response to the questionnaire is communicated over the network from the audience to the server.

11. (NEW) A feature presentation system including a server, at least one advertiser terminal from which information is submitted to the server, at least one exhibitor terminal by which advertisement information to be displayed is selected from the information, an image displaying device on which the selected advertisement information is displayed as a digital motion picture, and at least one input terminal operated by an audience, wherein the server, the at least one advertiser terminal and the at least one exhibitor terminal, the image displaying device and the at least one input terminal are connected to each other via a network, the feature presentation system comprising:

storing means for storing the advertisement information inputted from the at least one exhibitor terminal;

revising means for revising content of the advertisement information stored in the storing means;

access means for gaining access to the server with authorization data;

means for sending the selected advertisement information to the image displaying device from the server;

displaying means for displaying a motion picture;

personal information storing means for storing personal information of the audience; and

relating means for relating an answer of the audience to a questionnaire, to the personal information.